



## **Dispute Resolution in Complex Times**

### **Sponsorship, Exhibiting, and Advertising Opportunities**

Develop your skills and learn from leading experts in the field. The conference agenda includes excellent programming on mediation, arbitration, negotiation, and specialty practice areas all geared toward making you a better Dispute Resolution professional.

Whether you are new to dispute resolution practice or have been practicing for decades, the 2018 ABA Section of Dispute Resolution Spring Conference has something for everyone.

Conference programs are scheduled from April 5-7 with pre-conference events to be held on April 4th.

With all the differences and disputes we experience in our daily lives and the media, the role of those who step forward as a dispute resolution professional has never been more vital to the United States and the world.

Sponsorship Opportunities – *Page 2*

Exhibiting Opportunities – *Page 8*

Advertising Opportunities – *Page 10*

Sample Conference Agenda from the 2017 Spring Conference in San Francisco – *Page 11*

# Sponsorship Opportunities

## DIAMOND SPONSOR – \$15,000

### Diamond Sponsor Standard Benefits

1. Six complimentary Conference registrations, which includes attendance at any and all additional programs such as receptions and awards ceremonies at the conference hotel, open to regular conference attendees.
2. One large (3 foot by 2 foot) individualized, and unique to the sponsor, poster at the registration desk featuring the sponsor's logos.
3. Table top exhibit display in the Exhibit Hall (includes 60 x 20-inch table for display) with choice of table location based on availability.
4. One full-page advertisement in the Spring 2018 issue of *Dispute Resolution Magazine*, the quarterly magazine of the Section of Dispute Resolution, mailed to approximately 7,000 members and subscribers.
5. A banner ad in the Conference App. In 2017, the App was used by over 400 Conference attendees.
6. The option to list the sponsor's logo alongside five or fewer concurrent conference programs within the Conference App (for programs organized by or featuring speakers affiliated with the sponsor); or, one diamond sponsor can opt to sponsor the Conference Tote bag with your logo featured on the bag (the tote bag option is available to the first committed Diamond sponsor to request this option).
7. Access to preregistration list of attendees after Early Bird registration closes and again when published a week prior to the Meeting (per ABA policy, this list cannot include e-mail addresses).
8. Opportunity to work with workshop proposal drafter in selecting panelists for a select group of conference workshops to be selected solely by the Conference Program Chairs.

### Recognition in or on the following:

1. Conference web site/web page (with a link to the sponsor's web site)
2. Pre-Conference Brochure
3. Pre-Conference E-Blasts (with a link to the sponsor's web site)
4. Conference Final Print Program
5. Conference App organizational information within the app. App splash screen and App banner opportunities are available for Diamond sponsors committed by the December 6<sup>th</sup> deadline
6. Logos on Facebook and LinkedIn Section pages
7. Pre-workshop screen listing sponsor on screen outside room (for a limited number of programs)
8. Conference Email and Push Notifications to attendees. Each day of the Conference the ABA will email all attendees and use push notifications on the App. Sponsor's name and logo will be prominently displayed on each communication

For more information about sponsorship, advertising, and exhibiting with the Section of Dispute Resolution, contact Brandon Moore-Rhodes at 202-662-1688 or [brandon.moore@americanbar.org](mailto:brandon.moore@americanbar.org).

## **PLATINUM SPONSOR – \$10,000**

### Platinum Sponsor Standard Benefits

1. Four complimentary Conference registrations.
2. Poster advertisement at registration shared with other Platinum sponsors logos.
3. Table top exhibit and table display in exhibit hall.
4. One half-page advertisement in the Spring 2018 issue of *Dispute Resolution Magazine*, the quarterly magazine of the Section of Dispute Resolution, mailed to approximately 7,000 members and subscribers.
5. Access to preregistration list of attendees after Early Bird registration closes and again when published a week prior to the Meeting (this list cannot include e-mail addresses, per ABA policy).
6. Tote Bag Insert: your promotional piece included in tote bag distributed to all attendees at registration
7. Registration Badge: Lanyards with sponsoring organization's logo prominently displayed

#### Recognition in or on the following:

1. Conference web site/web page (with a link to the sponsor's web site)
2. Pre-Conference Brochure
3. Pre-Conference E-Blasts (with a link to the sponsor's web site)
4. Conference Final Print Program
5. Logos on Facebook and LinkedIn Section pages

## **GOLD SPONSOR – \$5,000**

### Gold Sponsor Standard Benefits

1. Three complimentary Conference registrations
2. Display poster with other gold sponsor logos at registration area
3. Insert in registration materials provided to conference attendees
4. Quarter page ad in Spring 2018 issue of *Dispute Resolution Magazine*

#### Recognition in or on the following

1. Conference web site/web page (with a link to the sponsor's web site)
2. Pre-Conference Brochure
3. Pre-Conference E-Blasts (with a link to the sponsor's web site)
4. Conference Final Print Program
5. Logos on Facebook and LinkedIn Section pages

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## **SILVER SPONSOR – \$2,500**

### Silver Sponsor Standard Benefits

1. Two complimentary Conference registrations
2. Poster display at registration area with other silver sponsor logos
3. Insert in registration materials/tote bag

#### Recognition in or on the following

1. Conference web site/web page (with a link to the sponsor's web site)
2. Pre-Conference Brochure
3. Pre-Conference E-Blasts (with a link to the sponsor's web site)
4. Conference Final Print Program
5. Conference App recognition

## **BRONZE – \$1,500**

### Bronze Sponsor Standard Benefits

1. One complimentary conference registration

#### Recognition in or on the following

1. Conference web site/web page (with a link to the sponsor's web site)
2. Pre-Conference Brochure
3. Pre-Conference E-Blasts (with a link to the sponsor's web site)
4. Conference Final Print Program
5. Conference App recognition
6. Registration area signage

## **FRIENDS of the CONFERENCE – UNDER \$1,500**

To celebrate the Section's 25<sup>th</sup> Anniversary and the 20<sup>th</sup> Anniversary of the Spring Conference, sponsors under \$1,500 will be designated as Friends of the Conference and may show their support by donating a monetary contribution of less than \$1,500. Friends of the Conference will be recognized in the Conference Program Book and on the Conference web site only. For those Friends of the Conference who sponsor above \$250, sponsors will have the opportunity to provide a brief congratulations and best wishes to the Section and the Conference within the Conference Program Book.

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## **Add-On Networking and Program Sponsorship Opportunities**

*(These Networking and Program sponsorship opportunities are add-on options only available to organizations that have committed to one of the standard sponsorship packages listed above).*

### **Welcome Reception (exclusive) \$7,500**

1. Sponsor's name and logo displayed on a free-standing sign at the Welcome Reception
2. Sponsor's name and logo posted on the Conference website with a hyperlink to sponsor's homepage
3. Acknowledgement in the On-Site Meeting App
4. Sponsor's name and logo displayed on each bar and food station
5. Option to provide cups and napkins branded with sponsor's name and logo
6. An opportunity to display sponsor's promotional and informational literature at the Welcome Reception

### **Networking Break Sponsor (\$3,000)**

Extend networking time and attract attendee's attention to sponsor's organization and work! Includes coffee/tea/water and a snack during a 30-minute networking break. Designation as a primary sponsor of one thirty-minute coffee or networking break with appropriate signage and recognition on the Conference website with a hyperlink to sponsor's website and acknowledgement in App; option to provide cups and napkins branded with the sponsor's name and logo and an opportunity to display sponsor's promotional and informational literature or information at break.

### **Wireless Internet for Attendees**

Provide wireless internet to the Spring Conference. Sponsor logo will be included on the Wi-Fi welcome page and on signage throughout the meeting venue. Sponsor will be recognized on the conference web site. Costs would be \$8500 per day.

### **Key Cards**

Sponsors may have the ability to customize the hotel guest room key card with their organization's message. The key card is ever present in every hotel guest's pocket, purse or bag during their stay. It provides an opportunity to unlock more than just a hotel room door. Costs would be \$5 per key card per peak night, there are 2 key cards per room. Key Card Sleeves are \$3 per packet.

### **Charging Station**

Attendees will be bringing their various devices to the Conference so competition for access to electrical outlets will be fierce. Make it easy for Conference attendees to charge their devices and sponsor a cart or two with access to electricity at a cost of \$250 per station per day.

## **Stand-Alone Sponsorship Opportunities**

*(Organizations may choose to sponsor one or more of the networking and programming opportunities listed below. Sponsors of Stand-Alone opportunities are not required to purchase one of the Sponsorship packages listed above.)*

### **Court ADR Symposium Program Sponsor (\$3,500)**

1. Serve as the exclusive sponsor of the Court ADR Symposium programs, a special series of programs designed for court ADR professionals, including judges, neutrals, advocates, administrators, and researchers.
2. Your organization's name and logo displayed on a free-standing sign at the court Symposium program entrances.
3. Your organization's name and logo posted on the Conference website with a hyperlink to your organization's homepage
4. Acknowledgement in the On-Site meeting app and your logo with each Court Symposium program listed on the app
5. An opportunity to display your organization's promotional and informational literature at the Symposium programs
6. Two complimentary tickets to attend the Symposium programs

### **Court ADR Symposium Breakfast Sponsor (\$2,500)**

1. Your organization's name and logo displayed on a free-standing sign at the Court ADR Symposium breakfast
2. Your organization's name and logo posted on the website with a hyperlink to your organization's homepage
3. Acknowledgement in the On-Site meeting app
4. Your organization's name and logo displayed on each food station
5. Option to provide cups and napkins branded with your organization's name and logo
6. An opportunity to display your organization's promotional and informational literature at the Breakfast

### **Legal Educators Colloquium Program Sponsor (\$3,500)**

1. Serve as the exclusive sponsor of the Legal Educators Colloquium Program, a special series of programs designed for legal educators, adjuncts, researchers, and teachers. The Legal Educators Colloquium will be held on Saturday, April 7, 2018
2. Your organization's name and logo displayed on a free-standing sign at the Colloquium program entrances
3. Your organization's name and logo posted on the Conference website with a hyperlink to your organization's homepage
4. Acknowledgement in the On-Site Meeting app and your logo with each Colloquium program listed on the app
5. An opportunity to display your organization's promotional and informational literature at the Colloquium programs
6. Two complimentary tickets to attend the Colloquium programs

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#### Legal Educators Colloquium Breakfast Sponsor (\$2, 500)

1. Your organization's name and logo displayed on a free-standing sign at the Colloquium breakfast
2. Your organization's name and logo posted on the website with a hyperlink to your organization's homepage
3. Acknowledgement in the On-Site meeting app
4. Your organization's name and logo displayed on each food station
5. Option to provide cups and napkins branded with your organization's name and logo

#### Thirty Minute Coffee or Snack Break Sponsor during either Court ADR Symposium or Legal Educator's Colloquium (\$3,000)

1. Extend the conference attendees' networking time and get their attention on your organization and your work. Most conference networking breaks are only 15 minutes and only include coffee and tea. Sponsor a thirty break and provide more time and more goodies for conference attendees
2. During a 30-minute sponsored coffee and snack break we will provide coffee and an additional snack (based on conference venue menus)
3. Your organization's name and logo displayed on a free-standing sign at the break
4. Your organization's name and logo posted on the website with a hyperlink to your organization's homepage
5. Acknowledgement in the On-Site meeting app
6. Your organization's name and logo displayed on each beverage and food station
7. Option to provide cups and napkins branded with your organization's name and logo

#### *Dispute Resolution in Complex Times Luncheon*

#### **\*\*A New Stand-Alone Option Offered for the First Time at the 20/25 Spring Conference – \$5,000 Per Sponsor\*\***

In recognition of the 20<sup>th</sup> Anniversary of the Spring Conference and the 25<sup>th</sup> Anniversary of the Section, the Section's Chair will host, during either the Thursday or Friday lunch break, a special luncheon devoted to a conversation about the conference theme, "Dispute Resolution in Complex Times."

Sponsors will work with Chair Benjamin Davis to structure the discussion and assist with recruiting and introducing panelists. Appropriate signage during the luncheon and recognition on the web site, in the App, the Conference program and all social media regarding this Sponsored event will be available.

## [Submit a Sponsorship Commitment Form](#)

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## Exhibiting Opportunities

The exhibit area is open Thursday and Friday and located to maximize exposure to attendees for all exhibitors. The welcome reception will be held in the Exhibit Hall on Thursday afternoon/evening, and all breaks will be held in the Exhibit Hall. The Exhibit space is limited to 24 tables and will be assigned first-come, first-serve. We urge you to reserve your spot today for a prime location.

### Exhibitor ONLY – \$1,150

- Two Exhibit Only registrations for Exhibiting staff (Exhibit-Only registrations mean that the exhibiting staff will not be able to attend conference programs)

### Exhibitor Attendee – \$1,500

- One complimentary meeting registration (includes all programs except for the few ticketed meal events)
- One Exhibit Only registration for Exhibiting staff (Exhibit-Only registrations mean that the exhibiting staff will not be able to attend conference programs)

\*Each member of exhibiting staff who wishes to register for the conference, add \$350.00

Unpaid Exhibitors will not be advertised. We will reserve the location of your choice for up to seven days following the receipt of your request for exhibit space. After seven days the space will be released and open for accommodation.

### Exhibitor Package Includes

- One Skirted 6' table
- Two Chairs
- One waste basket
- Daily Continental Breakfast
- Listing in the program book, conference web site and mobile application

### Exhibitor Move-In Schedule

Wednesday, April 4, 2018: 2:00 pm – 6:00 pm

### Exhibition Schedule

Thursday, April 5, 2017: 7:00 am - 7:00 pm (The Conference Welcome Reception will be held in the Exhibit Hall on Thursday afternoon/evening)

Friday, April 6, 2017: 7:00 am - 5:00 pm

### Exhibitor Move-Out Schedule

Friday, April 6, 2018 5:00 – 8:00 pm and Saturday, April 7, 2018 7:00 am -10:00 am

For more information about sponsorship, advertising, and exhibiting with the Section of Dispute Resolution, contact Brandon Moore-Rhodes at 202-662-1688 or [brandon.moore@americanbar.org](mailto:brandon.moore@americanbar.org).



### Expectations for Exhibitors

- All exhibitors MUST register at the ABA Registration Desk upon arrival. Exhibitors will only be permitted to set up and break down during the times specified above. Exhibitors must be set-up by the time the exhibit hall opens on Thursday morning.
- Exhibitors with large displays will be assigned space that does not obstruct the views or space within the Exhibit Hall.
- Mantling/Dismantling of exhibits will not be permitted during Exhibition Hours. Dismantling of exhibits will not be permitted before 5:00 pm Friday, April 6, 2018. All Displays must be dismantled and moved out of the exhibition hall by 10:00 am Saturday, April 7, 2018.
- The Saturday programming will include the Legal Educators Colloquium. Any exhibitors that wish to have a table on Saturday please contact ABA staff and we will do everything possible to accommodate you.

### Cancellation and Refund Policy

Cancellations must be made in writing and received by January 26, 2018 for a total refund minus a \$100.00 processing fee. No refund for exhibit space will be granted after that date except in the written case of medical emergency or extenuating circumstance approved by the Section.

### Deadlines

Exhibitors must be submitted by January 26, 2018 to be guaranteed placement in conference program book and mobile app.

## [Submit an Exhibitor Commitment Form](#)

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## Advertising Opportunities

Each attendee will receive a conference program with your ad placed in the purchased advertisement location. Act now to take advantage of our advertising opportunities!

### Conference Program Book Advertising Opportunities

- |   |         |
|---|---------|
| • Back Cover (color)                    | \$1,200 |
| • Inside Front Cover (color)            | \$1,000 |
| • Inside Back Cover (color)             | \$1,000 |
| • Inside Middle Front (black and white) | \$800   |
| • Inside Middle Back (black and white)  | \$800   |

### On Site Advertising

- |                                     |        |
|-------------------------------------|--------|
| • 22-inch X 28-inch Poster          | \$600  |
| • 20-inch X 26-inch Poster          | \$500  |
| • Insert in the Conference Tote Bag | \$1500 |

\*The advertising posters will be placed strategically throughout the conference location.

### Advertiser Specifications

- |   |              |            |
|---|--------------|------------|
| • Conference Program Book Ad Dimensions | Width 7 1/2" | Height 10" |
|---|--------------|------------|

### Deadlines

Advertisements must be submitted to ABA Staff by January 26, 2018 to be guaranteed placement in the conference program book or on-site at the conference.

## [Submit an Advertiser Commitment Form](#)

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*We have provided the Program At A Glance from the 2017 Spring Conference in San Francisco as a sample. The 2018 Washington, DC conference will follow a similar structure, although there will likely be some changes to the events, timing and schedule each day. The final Washington, DC agenda should be available in early 2018.*

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